

What is Claimed is:

1. A lavatory bowl rim-block comprising :
  - a) at least about one container holding a liquid, perfume-containing composition;
  - b) a dispensing means for dispensing said composition from under the rim of a lavatory bowl into the flush water of said lavatory bowl; and
  - c) a fragrance delivery component;wherein said fragrance delivery component does not dispense a fragrance using said dispensing means and delivers said fragrance into the ambience over a prolonged period of time.
2. A lavatory bowl rim-block according to claim 1, wherein said lavatory bowl rim-block additionally comprises an attachment means, preferably said dispensing means comprises the attachment means and a supporting structure.
3. A lavatory bowl rim-block according to claim 2, wherein said attachment means attaches said lavatory bowl rim-block to the rim of a lavatory bowl or suspends said lavatory bowl rim-block from said rim, preferably said attachment means is a hook to suspend said lavatory bowl rim-block from the rim of a lavatory bowl.
4. A lavatory bowl rim-block according to claim 1, wherein said fragrance delivery component is selected from the group consisting of : fragranced gels; fragranced plastics; a wick delivery system comprising fragrance-containing liquid; permeable film delivery systems combined with a fragranced gel or fragranced liquid; and battery powered / electrical fragrance release systems; and combinations thereof.
5. A lavatory bowl rim-block according to claim 1, wherein said fragrance delivery component is a fragranced gel, preferably a perfumed gel.

6. A lavatory bowl rim-block according to claim 5, wherein said fragranced gel is present in a recess on the outside portion of the lavatory bowl rim-block herein.
7. A lavatory bowl rim-block according to claim 5, wherein said fragranced gel is placed in a recess on the outward-facing section of said container.
8. A lavatory bowl rim-block according to claim 5, wherein said fragranced gel is placed in a recess on the rim-facing section of said container.
9. A lavatory bowl rim-block according to claim 1, wherein said fragrance delivery component is a fragranced plastic based on a plastic material selected from the group consisting of : polyethylene terephthalate (PET); polyethylene (PE); polypropylene (PP); polyvinyl chloride (PVC); high impact polystyrene (HIPS); and polystyrene (PS) and mixtures thereof.
10. A lavatory bowl rim-block according to claim 1, wherein said fragrance delivery component is a permeable film delivery system combined with a fragranced gel or fragrance-containing liquid medium.
11. A lavatory bowl rim-block according to claim 1, wherein said fragrance delivery component is a wick delivery system comprising a fragrance-containing liquid composition.
12. A lavatory bowl rim-block according to claim 1, wherein said fragrance delivery component is a battery powered / electrical fragrance release system.
13. A lavatory bowl rim-block according to claim 1, wherein said perfume present in said liquid, perfume-containing composition is selected from the group consisting of : a cyclic terpene/sesquiterpene perfume, such as eucalyptol, cedrol, pinocarveolus, sesquiterpenic globulul alcohol; linalo; tetrahydrolinalo; verdox (cyclohexadiyl 2 tetryl butyl acetate); 6,3 hexanol; and citronellol and mixtures thereof.

14. A lavatory bowl rim-block according to claim 1, wherein said fragrance dispensed by the fragrance delivery component is a perfume and/or a deodorant, preferably a perfume.
15. A lavatory bowl rim-block according to claim 14, wherein the perfume dispensed by the fragrance delivery component is selected from the group consisting of : a cyclic terpene/sesquiterpene perfume, such as eucalyptol, cedrol, pinocarveolus, sesquiterpenic globulul alcohol; linalo; tetrahydrolinalo; verdox (cyclohexadiyl 2 tetryl butyl acetate); 6,3 hexanol; and citronellol and mixtures thereof.
16. A lavatory bowl rim-block according to claim 14, wherein the deodorant dispensed by the fragrance delivery component is selected from the group consisting of : cyclodextrins; metal salts of branched or straight chain, saturated ort unsaturated, one- or multiply hydroxylated fatty acids having at least about 16 carbon atoms; metal salts of resinous acids; urease inhibitor complexes formed from a divalent metal ion and a polyanionic, preferably amine-based, chelating agents; and mixtures thereof.
17. A lavatory bowl rim-block according to claim 1, wherein said liquid, perfume-containing composition comprises from about 0.01% to about 40% by weight of the total composition of said perfume.
18. A lavatory bowl rim-block comprising :
  - a) at least about one container holding a liquid, perfume-containing composition;
  - b) a dispensing means for dispensing said composition from under the rim of a lavatory bowl into the flush water of said lavatory bowl; and
  - c) a fragrance delivery component;

wherein said fragrance delivery component does not dispense a fragrance using said dispensing means and delivers said fragrance into the ambiance over a prolonged

period of time, and wherein said fragrance delivery component is a fragranced gel, preferably a perfumed gel.

19. A lavatory bowl rim-block according to claim 18, wherein said fragranced gel is present in a recess on the outside portion of the lavatory bowl rim-block herein.
20. A lavatory bowl rim-block according to claim 18, wherein said fragranced gel is placed in a recess on the outward-facing section of said container.
21. A lavatory bowl rim-block according to claim 18, wherein said fragranced gel is placed in a recess on the rim-facing section of said container.
22. A process of treating a lavatory bowl surface with a lavatory bowl rim-block comprising :
  - a) at least about one container holding a liquid, perfume-containing composition;
  - b) a dispensing means for dispensing said composition from under the rim of a lavatory bowl into the flush water of said lavatory bowl; and
  - c) a fragrance delivery component;

wherein said fragrance delivery component does not dispense a fragrance using said dispensing means and delivers said fragrance into the ambiance over a prolonged period of time, wherein said process comprises the step of applying a liquid, perfume-containing composition onto a lavatory bowl surface.

23. A process of cleaning a lavatory bowl surface according to claim 22, wherein said application of a liquid, perfume-containing composition onto a lavatory bowl surface is done upon flushing said lavatory bowl surface with water.